CRAWFORD LITH.

DRAWER 19

Lithographs

Lithographs of Abraham Lincoln

T. Hamilton Crawford

Excerpts from newspapers and other sources

From the files of the

Lincoln Financial Foundation Collection

71.2009.085.05844

Digitized by the Internet Archive
in 2015

https://archive.org/details/lithographsofabrlinc_0

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[illegible]
Charles Grieve.
[illegible]
[illegible], City.

London Life Ins,Co.
Fort Wayne, Ind.

Dear Sir.

The enclosed Photograph.is a composit, [illegible] canvas,said canvas,was made about 1850.

This picture was painted,only a few years ago.

I Have cleaned,restored,and varnished this painting,It is [illegible] in good condition,Its decorative value in color,and [illegible] are there.

The price we are asking ,$ 150.00

I am a restorer,of paintings,and have work [illegible] and old master paintings, for well known artists,[illegible].

Hoping that this may be of [illegible],

Sincerely.

Charles Grieve.

LINCOLN NATIONAL
MAIL DEPARTMENT
Referred to
REC'D JUN 7 1933 H
Answered
LIFE INSURANCE CO.

C 9 paintings

6

June 8, 1933

Mr. Charles Grieve
386 Park Avenue
New York, New York

My dear Mr. Grieve:

Thank you very much for calling to our attention the availability of your composit portrait of Abraham Lincoln.

We would not be interested, however, in this photograph but we will be very glad to keep the picture on file in case we have inquiries here on available paintings as we often do.

Very sincerely yours,

Director
Lincoln Historical Research Foundation

LAW:LH

LINCOLN NATIONAL LIFE FOUNDATION

LOUIS A. WARREN
DIRECTOR

FORT WAYNE, INDIANA

September 18, 1941

RESEARCH BUREAU

INTERPRETS THE LIFE OF LINCOLN AS REVEALED IN AUTHORIZED PUBLIC RECORDS AND ORIGINAL MANUSCRIPTS.

LIBRARY BUREAU

GATHERS AND CATALOGUES ALL CLASSES OF LINCOLN LITERATURE FOR ITS REFERENCE LIBRARY.

PUBLICATION BUREAU

ISSUES A WEEKLY BULLETIN LINCOLN LORE, A MONTHLY MAGAZINE THE LINCOLN KINSMAN, AND OCCASIONAL MONOGRAPHS.

IMFORMATION BUREAU

COMPILES, INDEXES, AND MAKES AVAILABLE, INFORMATION BEARING ON THE SUBJECT OF LINCOLNIANA.

EXHIBIT BUREAU

COLLECTS AND DISPLAYS IN ITS MUSEUM; MANUSCRIPTS, PORTRAITS, CURIOS, AND SOUVENIRS, ASSOCIATED WITH LINCOLN.

SPEAKERS BUREAU

PROVIDES SPEAKERS FOR MEETINGS OF CIVIC CLUBS, SCHOOL GROUPS, CHURCH ORGANIZATIONS, ETC.

EDUCATIONAL BUREAU

PROMOTES ESSAY CONTESTS, ARRANGES PROGRAMS, AND STIMULATES AN INTEREST IN THE STUDY OF LINCOLN'S LIFE.

MEMORIAL BUREAU

MARKS SITES OF HISTORICAL SIGNIFICANCE, AND EMPHASIZES ANNIVERSARY OCCASIONS ASSOCIATED WITH LINCOLN.

Mr. Charles Grieve
386 Park Ave.
New York, N. Y.

My dear Mr. Grieve:

A great many years ago you had a painting of Abraham Lincoln that you offered to us and we are wondering if it is still in your possession. It was a composit portrait showing Abraham Lincoln seated in front of a bookcase.

Very truly yours

Louis A. Warren

LAW:BST

Director

ESTABLISHED 1890

FINE ARTS

Purnell Art Company

HIGH CLASS PICTURES, FRAMES, MIRRORS,
AND ARTISTIC MERCHANDISE.

CABLE ADDRESS:
"FINEARTS"

Baltimore, U.S.A.

May 19, 1934.

Lincoln National Life Foundation,
Fort Wayne, Indiana.

Dear Mr. Warren:

We are in receipt of your kind favor of May 16th, and we are writing you in regard to the following items which we think may interest you:

We have a mezzotint of "Abraham Lincoln" by T. Hamilton Crawford after the painting from the Harry MacNeill collection. This picture comes both colored and black and white. Mr. Crawford, the artist, is a celebrated mezzotint engraver and has done a number of prominent men such as, Washington, John Marshall, Alexander Hamilton, and etc. This mezzotint is now out of print.

One wood engraving of "Lincoln" by Timothy Cole. Mr. Cole died several years ago and is recognized as one of the greatest wood engravers and some think the greatest wood engraver that every lived. This engraving is in black and white.

On etching of "Lincoln" by W. H. W. Bicknell, black and white.

If you are interested in any of these items we will be glad to send them for your consideration.

We are sorry we cannot tell you whose body first reposed on the photograph by Boyle. If we do find out we will write you the desired information.

Thanking you in anticipation of a favorable reply, we are

Yours sincerely,
THE PURNELL GALLERIES.
McKoby Purnell Jr.

JR:HVK

May 22, 1934

Mr. W. Roby Purnell, Jr.
Purnell Art Company
Baltimore, Maryland

My dear Mr. Purnell:

You might quote us your price on Crawford's mezzotint - the one in black and white and also the one in color as I am sure that we will eventually want these although I have so much on my schedule just now I doubt whether I can crowd in these items just now.

Very sincerely yours,

LAW:LH

Director

ESTABLISHED 1890

Purnell Art Company

HIGH CLASS PICTURES, FRAMES, MIRRORS,
AND ARTISTIC MERCHANDISE.

CABLE ADDRESS:
"FINEARTS"

Baltimore, U.S.A.

May 24, 1934.

Lincoln National Life Foundation,
Fort Wayne, Indiana.

Dear Mr. Warren:

We are in receipt of your kind letter of May 22nd and note same.

We are sending you the two Mezzotint by Hamilton Crawford by prepaid express.

These are the last two which we have in stock and they are out of print and no more can be obtained from the publisher. There was a very limited number made of both of these subjects. The black and white one, as you will note, under the artist signature are the words inscribed "In Progress". This is a trial proof which we purchased from the publisher and, of course, only one of it's kind.

The prices of these Mezzotints is $44.00 each which was the published price. We will, however, allow you a discount of 10 percent from these prices.

We think if you can possibly purchase these prints now it will be to your advantage. As stated above we have only these two and do not know where we can obtain another copy.

Thanking you for interest in the matter, we are

Yours sincerely,

WRP:HVK

THE PURNELL GALLERIES.

W Roby Purnell Jr.

May 29, 1934

Mr. W. Roby Purnell, Jr.
Purnell Art Company
Baltimore, Maryland

My dear Mr. Purnell:

The pictures which you forwarded have arrived and I want a little while to think whether or not we want to put so much money in these prints, especially at this time when there are so many Lincoln items available. We will write you in the course of a few days as to our decision.

Very sincerely yours,

Director
Lincoln Historical Research Foundation

LAW:EB

June 26, 1934

Mr. W. Roby Purnell, Jr.
Purnell Art Company
Baltimore, Maryland

My dear Mr. Purnell:

While we appreciate very much your forwarding for your approval the Hamilton Crawford portraits of Lincoln, I have had the matter up before our executives and they do not feel we should put so much money into these mezzotint so we are returning them prepaid by express.

Thanking you for this courtesy, we are

Very truly yours,

Director

LAW:AAM

ESTABLISHED 1890

Purnell Art Company

HIGH CLASS PICTURES, FRAMES, MIRRORS,
AND ARTISTIC MERCHANDISE.

CABLE ADDRESS:
"FINEARTS"

Baltimore, U.S.A.

June 29, 1934.

Lincoln National Life Foundation,
Fort Wayne, Indiana.

Dear Mr. Warren:

We are in receipt of your favor of the 26th inst. also the two Hamilton Crawford Mezzotints of "Lincoln" in good condition. While we are sorry you have decided not to purchase these prints we are glad to have had the pleasure of sending them to you, and hope to do business with you sooner or later.

I suppose you know the prints are limited in edition and will probably become scarce and advance in price. I am almost postive that the edition of fifty of this subject, in the black and white, are no longer available from the publisher, except at a premium.

Every now and then we have some "Lincoln" items which may be of interest to you and we will be glad to bring them to your attention from time to time. We recently had a very rare and desirable "Lincoln" item which we had intended to send to you, but it was sold almost as soon as we received it.

Yours sincerely,

THE PURNELL GALLERIES

W. Roby Purnell

WRP:HVK

July 16, 1936

The Robert Fridenberg Gallery
New York, New York

Gentlemen:

We have been advised that possibly you might be able to direct us to the present owner of the oil painting made by T. Hamilton Crawford of England, a copy of which we enclosedin this letter.

We are interested in learning some details about the making of this portrait and also would like an opportunity to see it if it is in this country.

Yours very truly

LAW:LH
Enc.

Director

ROBERT FRIDENBERG, INC.
Old Engravings
22 W. 56th Street, New York
ESTABLISHED 1885

TELEPHONE, CIRCLE 7-0183
CABLE ADDRESS, "FRIDENBERG, NEW YORK"

NEW YORK, July 21 1936

Dr. Louis C. Warren:
Fort Wayne
Indiana -

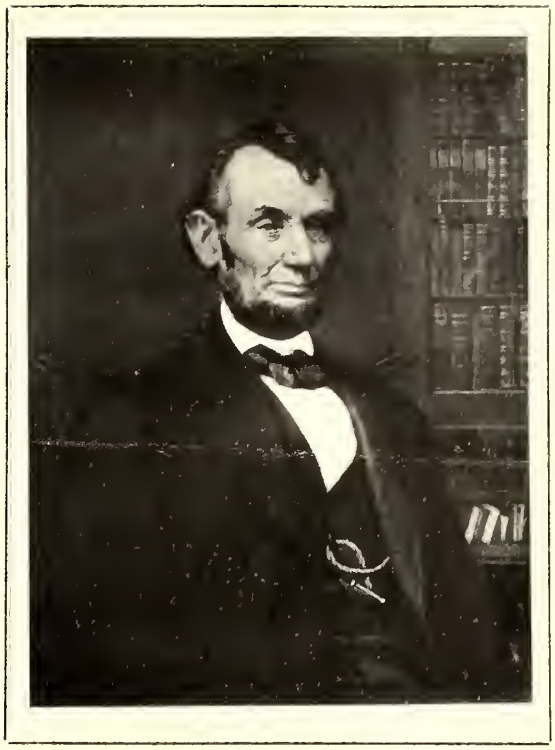
Dear Sir:

T. Hamilton Crawford did not make an oil painting of Lincoln. He drew an original composition for his mezzotint. This was based on an original Brady photograph of Lincoln, Meserve #, which I lent to him. I'm enclosing a circular for Crawford's print.

Could you tell me if it is possible to obtain a set of the "Lincoln Lore" Leaflets? Thanking you,

Yours very truly
Harry MacNeill Bland.

This gives only an idea of the Picture, and in no way shows the beauty of the Mezzotint Engraving.



HAND PRINTED IN COLOR.

MAY WE BE PERMITTED TO DRAW YOUR ATTENTION TO THIS FINE MEZZOTINT ENGRAVING OF

"ABRAHAM LINCOLN"

ENGRAVED BY

T. HAMILTON CRAWFORD

FROM THE ORIGINAL IN THE

HARRY MAC NEILL BLAND COLLECTION.

THIS PLATE HAS BEEN ENGRAVED BY MR. CRAWFORD TO FORM ANOTHER OF HIS SERIES OF PORTRAITS OF FAMOUS MEN, AND WILL BE HAND-PRINTED IN COLOR IN THE SAME MANNER AS THE XVIIIth CENTURY COLOR-PRINTS, WITH A VERY SMALL EDITION OF PROOFS IN MONOCHROME.

MAY WE SOLICIT AN EARLY ORDER FOR THIS FINE ENGRAVING, WHICH IS ALREADY PROVING POPULAR, AND THE SMALL EDITION OF PROOFS WILL QUICKLY BE SOLD OUT.

ABRAHAM LINCOLN

BY

T. H. CRAWFORD

Size of Engraved Surface, $14\frac{3}{4} \times 11\frac{1}{2}$.

PRICES:

Signed Artist's Proofs, Printed in Color (limited to 320 proofs	$44.00
Signed Artist's Proofs, in Monochrome (limited to 30 proofs)	$44.00

The Plate will be destroyed.

The Previous Subjects of this Series are:—

GEORGE WASHINGTON

AFTER

GILBERT STUART.

ALEXANDER HAMILTON

AFTER

JOHN TRUMBULL.

BENJAMIN FRANKLIN

AFTER

DUPLESSIS.

JOHN WESLEY

AFTER

GEORGE ROMNEY, R.A.

ORDER FORM.

Please enter my name as a subscriber for the Mezzotint Engraving by T. H. Crawford of Abraham Lincoln * *in colour.* / *in monochrome.*

NAME .....

ADDRESS .....

.....

DATE .....

*Please strike out as desired.

July 24, 1936

Mr. Harry McNeil Bland
22 West 56th Street
New York, New York

My dear Mr. Bland:

Your letter with reference to the Crawford portrait of Lincoln is very welcome as we have been anxious to learn something about the original composition.

Would you kindly advise just what the original work was as I understand from the circular which you enclosed that the original is in your collection. You state that it was not an oil painting so we presume it may have been in either pen, pencil or charcoal.

We regret very much that there are no complete files of Lincoln Lore available. You have many of the back numbers and if you will tell us which ones you are lacking, we will be pleased to supply you with what we have. I do not seem to find your name on our mailing list, so I presume copies you do have have been picked up in New York. We will be pleased indeed to send you gratis a file as complete as we can make up.

Placed on list 8/7/36

Very truly yours

LAW:LH

Director

ROBERT FRIDENBERG, INC.
Old Engravings
22 W. 56TH STREET, NEW YORK
TELEPHONE, CIRCLE 7-0183
CABLE ADDRESS, "FRIDENBERG, NEW YORK"
ESTABLISHED 1885

July 28/36.

Dr. Louis A. Warren.
Fort Wayne, Ind.

My dear Dr. Warren:

Thank you for your letter of July 24th. I assume that the drawing for the Crawford mezzotint of Lincoln was the usual pencil drawing heightened with water-color. I do not own the drawing so have to guess at the medium. Our agent of

the Publisher's will be here soon and I'll find out just what it was. I own the Brady photo from which Crawford made his print. Thank you very much for the offer of "The Lore".

Very truly yours

Harry Mackeil Bland

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PICTURE EXPERTS &
FINE ART PUBLISHERS

ESTABLISHED 1808

FROST & REED, LTD

DIRECTORS:
MISS EDITH FROST (GOVERNING DIRECTOR)
A. H. ADDISON S. W. WADE
MISS L. SAUNDERS K. M. GALLOP

DEALERS IN OLD & MODERN PICTURES

TELEPHONE:- BRISTOL 20765
CABLES & TELEGRAMS: "FROSTREED" BRISTOL

LONDON OFFICE & GALLERY
26c KING ST. ST JAMES'S S.W.1
TELEPHONE: 6581 WHITEHALL

10, Clare Street
Bristol

30th June, 1937

AHA/LR

ALL BUSINESS COMMUNICATIONS TO BE ADDRESSED TO THE FIRM

Dear Sirs,

For the attention of Mr. L. A. Warren.

We are exceedingly sorry to hear that Mr. Crawford did not sign the drawing.

We think the best method is to have a mat cut in America with an additional opening at the foot to show Mr. Crawford's signature, which we will forward to you in a few days.

In addition we will let you have a typed declaration signed by Mr. Crawford, which you can put on the back of the picture.

Yours faithfully,

For FROST & REED, Ltd.,

AHAddison

Director.

The Lincoln National Life Foundation.
Fort Wayne.
Indiana. U. S. A.

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PICTURE EXPERTS &
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LONDON OFFICE & GALLERY
26c KING ST. ST JAMES'S S.W.1
TELEPHONE: 6581 WHITEHALL

10, Clare Street
Bristol

9th July, 1937

AHA/LR

ALL BUSINESS COMMUNICATIONS TO BE ADDRESSED TO THE FIRM

Dear Sirs,

For the attention of Mr. L. A. Warren.

Further to our letter of the 30th June, we now have pleasure in sending you a certificate that you can paste on the back of the water colour, and also Mr. Crawford's signature which can be used in a cut-out in the front of the mount.

The artist would like to know if you would be interested in his three quarter length portrait of "Lincoln". This shows Lincoln without a beard, and was based on a photograph by Brady.

The photograph to which we refer was taken the morning after Lincoln's speech in Chicago which led the Anti-Slavery Party to choose him enthusiastically as candidate for the Presidency, so it is rather an important aspect of him.

Yours faithfully,
For FROST & REED, Ltd.,

A H Addison
Director.

The Lincoln National Life
Foundation.
Fort Wayne. Indiana.
U. S. A.

July 16, 1937

Mr. A. H. Addison, Director
Frost and Reed. Ltd.
10 Clare Street
Bristol, England

Dear Mr. Addison:

Thank you very much for your willingness to cooperate with us in the problem of the authenticity of the Crawford drawing.

Your suggestion about the use of a mat with an aperture through which the signature may be observed appeals to us. Of course we should very much like to have the typed declaration by Mr. Crawford, which you mention also.

Will you please accept our thanks for the courtesies which you have extended in this transaction and we will await with pleasure both the signature and statement by Mr. Crawford.

Very truly yours,

LAW/AD

Director

July 21, 1937

Mr. A. H. Addison, Director
Frost and Reed, Ltd.
10 Clare Street
Bristol, England

Dear Sir:

While we are not especially anxious to secure other paintings of Abraham Lincoln, if you will advise us the size of the canvas and the price at which you are holding it, we will let you know whether or not we care to acquire it.

We have received some pictures here of Mr. Crawford, along with a confirmation to be attached to the recent water colour and thank you for your courtesy.

Very truly yours,

LAW:MB

Director

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PICTURE EXPERTS &
FINE ART PUBLISHERS

ESTABLISHED 1808

FROST & REED, LTD

DIRECTORS:
MISS EDITH FROST (GOVERNING DIRECTOR)
A. H. ADDISON S. W. WADE
MISS L. SAUNDERS K. M. GALLOP

DEALERS IN OLD & MODERN PICTURES

TELEPHONE:- BRISTOL 20765
CABLES & TELEGRAMS: "FROSTREED" BRISTOL

LONDON OFFICE & GALLERY
26c KING ST. ST. JAMES'S S.W.1
TELEPHONE: 6581 WHITEHALL

10, Clare Street
Bristol

10th August, 1937

AHA/LR

ALL BUSINESS COMMUNICATIONS TO BE ADDRESSED TO THE FIRM

For the attention of Mr. L. A. Warren.

Dear Sirs,

We thank you for your letter of the 21st ultimo. We think it better to send you Mr. Hamilton Crawford's three quarter length drawing of Abraham Lincoln for your inspection. We have therefore forwarded it to you by registered post.

The work shows the President at a different age and as he appeared at an interesting period in his career. We can sell you the original drawing for £25. and in this instance will accept a nominal sum of £15. additional for the copyright if required

In order to save a Consular Invoice we have put an invoice in the parcel for £18.

Yours faithfully,
For FROST & REED, Ltd.,

A. H. Addison
Director.

The Lincoln National Life Foundation.
Fort Wayne.
Indiana. U. S. A.

FINE ART PUBLISHERS
TELEPHONE BRISTOL 20765
CABLES & TELEGRAMS
FROSTREED BRISTOL

FROST & REED LTD
10 · CLARE · STREET
BRISTOL

ESTABLISHED 1808

PICTURE EXPERTS
LONDON OFFICE & GALLERY
26c KING ST., ST. JAMES'S W.1
TELEPHONE 6581 WHITEHALL

The Lincoln National Life
Foundation.
Fort Wayne. Indiana. U. S. A.

10th August, 1937.

To Original Water Colour Drawing.				
¾ length Portrait of Abraham Lincoln. by T. Hamilton Crawford.	nett.	£18.	0.	0.

THE ABOVE-MENTIONED GOODS ARE SOLD ON THE EXPRESS UNDERSTANDING THAT THEY ARE TO BE EXPORTED FROM THE UNITED KINGDOM AND WILL NOT BE RE-IMPORTED.

August 23, 1937

Mr. A. H. Addison, Director
Frost and Reed, Ltd.,
10 Clare Street
Bristol, England

My dear Mr. Addison:

We have been pleased indeed to receive a portrait of Lincoln by Hamilton Crawford copied from a picture of Abraham Lincoln at Cooper Institute, but I regret to advise that we are not interested in the study as it has no direct tie-up with our Company.

As a museum piece we would not care to spend so much money for it, as we think it is far inferior to the excellent Brady likeness which we were fortunate enough to acquire.

There are a half dozen more other Lincoln collectors here in America who might possibly be interested in your water color drawing and if you would like their names we would be pleased to forward them.

Very truly yours,

LAW:EB

Director

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PICTURE EXPERTS

ESTABLISHED 1808

FROST & REED, LTD

DIRECTORS
MISS EDITH FROST (GOVERNING DIRECTOR)
A H ADDISON S W WADE
MISS L SAUNDERS K M GALLOP

FINE ART PUBLISHERS

TELEPHONE - BRISTOL 20765
CABLES & TELEGRAMS: FROSTREED BRISTOL

LONDON OFFICE & GALLERY
26c KING ST. ST JAMES'S SW1
TELEPHONE: 6581 WHITEHALL

10, Clare Street
Bristol

1st September, 1937

ALL BUSINESS COMMUNICATIONS TO BE ADDRESSED TO THE FIRM

AHA/LR

Dear Mr. Warren,

Thank you for your letter of the 23rd August. We should be much obliged if you would give us the name of the Lincoln collectors in America, to whom we might offer the water colour.

In the meantime will you please hold the drawing so that we can ask you to forward it in the event of one of the collectors wishing to see it on receipt of our communication.

Yours faithfully,
For FROST & REED, Ltd.,

A H Addison
Director.

Mr. L. A. Warren.
Lincoln National
Life Foundation.
Fort Wayne. Indiana.
U. S. A.

September 24, 1937

Mr. A. H. Addison, Director
Krost and Reed, Ltd.
10 Clare Street
Bristol, England

My dear Sir:

I regret exceedingly that a reply to your letter has been delayed so long, but you may feel sure that your water colour is safely taken care of in our vault.

I would suggest three Lincoln students who might be interested in the acquisition of the water colour: Governor Henry Horner, Springfield, Illinois; Mr. Oliver Barrett, c/o Cooke, Sullivan, and Ricks, 310 South Michigan Avenue, Chicago, Illinois, and C. Tallman, Wilmington, Delaware.

We will hold the water colour until we receive instructions from you.

Very truly yours,

LAW:EB

Director

Crawfords'
Cooper Minors
Watercolor

From the desk of—
LOUIS A WARREN

This 3/4 length
portrait by Crawford is
a very good water color
of the the Cooper Institute
Portrait and is well
worth the price asked.

L A W

PICTURE EXPERTS &
FINE ART PUBLISHERS

ESTABLISHED 1808

NATIONAL SCHEME FOR DISABLED MEN

ESTB 1808
UNDER SIX REIGNS

FROST & REED, LTD

DIRECTORS:
MISS EDITH FROST (GOVERNING DIRECTOR)
A. H. ADDISON S. W. WADE
MISS L. SAUNDERS K. M. GALLOP

DEALERS IN OLD & MODERN PICTURES

TELEPHONE:- BRISTOL 20765
CABLES & TELEGRAMS: "FROSTREED" BRISTOL

LONDON OFFICE & GALLERY
26c KING ST. ST JAMES'S S.W.1
TELEPHONE: 6581 WHITEHALL

10, Clare Street
Bristol

14th April, 1938

AHA/LR

ALL BUSINESS COMMUNICATIONS TO BE ADDRESSED TO THE FIRM

Dear Sirs,

For the attention of Mr. L. A. Warren.

With reference to the water colour of Lincoln by T. Hamilton Crawford, which you have been holding for us, we regret we have been unable to interest the gentlemen you suggested in this drawing.

We therefore shall be glad if you will kindly have it forwarded to -

Mr. K. M. Gallop.
c/o The Gumplo Galleries.
714 West 7th Street,
Los Angeles. Calif.

Our representative will then collect it and bring back to England.

Yours faithfully,

For FROST & REED, Ltd.,

A. H. Addison
Director.

The Lincoln National
Life Foundation.
Fort Wayne.
Indiana. U. S. A.

May 3, 1938

A. H. Addison, Director
Frost & Reed, Ltd.
10 Clare Street
Bristol, England

My dear Mr. Addison:

We are forwarding at once to Mr. K. M. Gallop, c/o The Gumplo Galleries, 714 West 7th St., Los Angeles, Calif., the water colour of Lincoln by T. Hamilton Crawford.

We regret this fine portrait is not to remain in America.

Very truly yours,

LAW:AD

Director

ABRAHAM LINCOLN

THIS picture of Abraham Lincoln is a tintogravure reproduction of an oil painting by G. Hamilton Crawford.

In reproducing this portrait, the artist used a photograph taken by Matthew Brady in Washington on February 9,1864, the sitting having been arranged at the request of Secretary Seward.

"The most satisfactory likeness of him," are the words which Robert Todd Lincoln used in describing this picture of his father. A print from the original negative was sent by the son of Abraham Lincoln to Arthur F. Hall, twenty-five years ago, to be used as the insignia of th of The Lincoln National Life Insurance Company of Fort Wayne, Indiana.

This portrait is,by far, the most popular likeness of the more than one hundred actual photographs of the President. It has been used by the Government on its currency and its postage stamps, and is said to have had wider circulation than the total distribution of all other pictures of Abraham Lincoln.

Treat yourself to delicious coffee...and sleep, too!

LETTERS *CONTINUED*

Capt. William L. Benson, now proprietor of the ferry line which is subsidized by Talbot County, is a combination skipper, Diesel engineer, deckhand and ticket taker. He keeps alive a service begun about 1757 when historic Oxford was still a leading port of colonial America. Through nearly two hundred years, a scow with oarsmen, sailing craft, a steam tug with scow and finally the Tred Avon, built in 1931, kept this half-mile ferry line open. Tourist trade is so good now that Capt. Benson recently lengthened the Tred Avon to 50 feet—room enough for three cars.

Salisbury, Md. RICHARD L. MOORE

. . . There is a noise associated with the horse and treadmill power that once experienced will always be remembered. I recall a ferry operated in this manner. A combustion engine now propels the ferryboat at the same Ohio River crossing. This is the Aurora, Indiana, ferry that crosses to the willowed banks of Kentucky. I have crossed here many times. The treadmill ferry operated some years into the present century.

Once the two treadmills, one on either side, were released, the horses began walking on the inclined treadmills. There was a clatter and a din that accompanied the stamping horses which was increased by reverberating under the ferry roof. Each treadmill must have had at least fifty small day when he touched the starter button the whole thing went sky-high.

Long Beach, Cal. JOHN M. KELLY

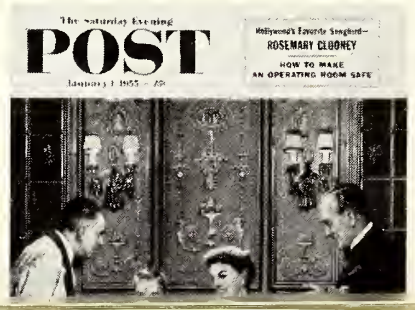
Cover Boy

On the cover of your January 1 issue Stevan Dohanos shows the picture of a restaurant captain. I believe I know the man, his name is Eugene Mohrbach. Am I correct?

Little Neck, N. Y. FERNAND A. BAUM

▶ His name is Michel Eugene Mohrback, head waiter of New York's Voisin Restaurant. But since his appearance on the Post, his co-workers know him simply as "Cover Boy."—ED.

. . . The whole picture smacks of tragedy! Where is the dad? Poor kid has been shipped off to school when he



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From a portrait by Brady, presented to The Lincoln National Life Insurance Company for use as its insignia by Robert Todd Lincoln, who considered it "the best photo taken from life" of his father.

"I *am for those means which will give the greatest good to the greatest number"* A. Lincoln

GUIDED by this principle, this company which bears Lincoln's name constantly strives to make its service available to the largest proportion of applicants. Not only does Lincoln National insure preferred risks; it also offers protection at reasonable rates to the physically impaired and those engaged in hazardous occupations. THE Lincoln National representative in your community is qualified to give you sound advice about your life insurance problems. Consult him without obligation or write directly to home office at address below.

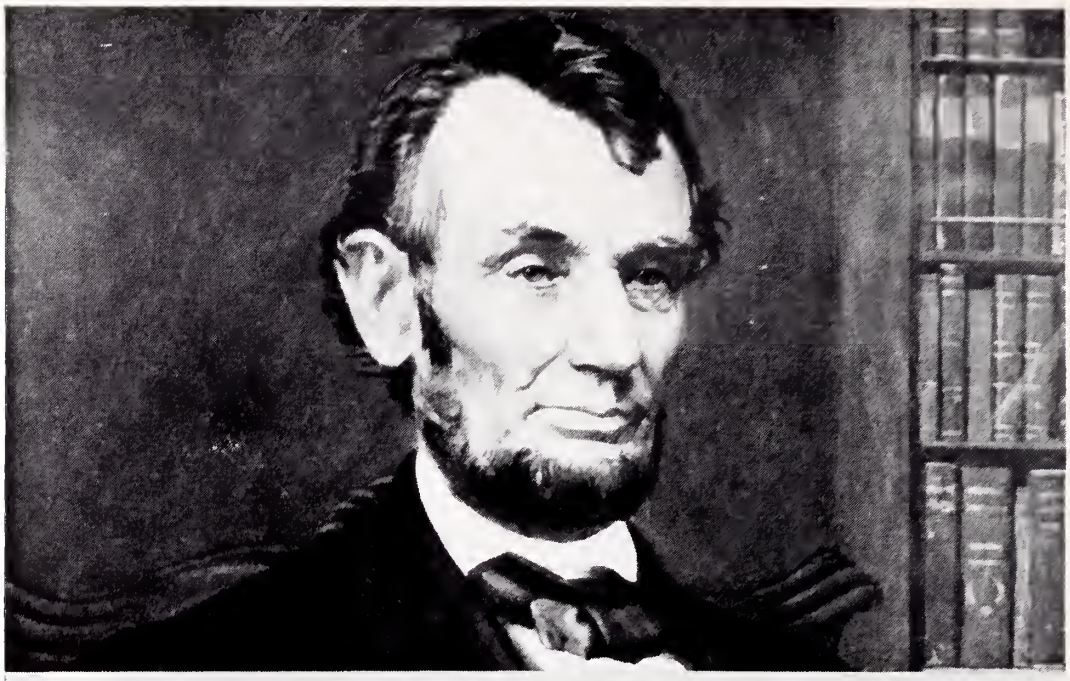
Its Name Indicates Its Character

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY

Fort Wayne 1, Indiana

Assets total more than one billion dollars

50th Anniversary 1955



Your Obt. Servt.
A. Lincoln

EVEN WHEN he held the highest office within the gift of the people, Lincoln subscribed himself, humbly, *"Your Obedient Servant."*

Today, a like sense of responsibility guides this Company which bears his name. This responsibility is first and foremost in behalf of the policyholder. As a provider of insurance protection, Lincoln National constantly attempts to serve the largest number of applicants. As an investor of its policyholders' funds, records show that Lincoln National Life invests and builds with prudence.

This same obligation of responsibility rests upon your local Lincoln National Life representative. It is his duty to give you sound, unselfish counsel on your insurance problems—to try sincerely to be "Your Obedient Servant." Call him today.

More Than a Billion Dollars of Insurance in Force

THE LINCOLN NATIONAL LIFE INSURANCE CO.

FORT WAYNE, IND.

ITS NAME INDICATES ITS CHARACTER

This advertisement appears in Saturday Evening Post September 7, Time Magazine September 2 and National Geographic September

You may wish to have this for your Files
E. Chaney.

An Exclusive Company Portrait

Mr. Manship has achieved a significant accomplishment in being able to create a heroic bronze statue of Lincoln with certain characteristics which will set it apart from all of the other Lincoln statues in America. It was a daring stroke to bring a dog into the portrait, to visualize the humanitarian spirit of the youth, but this feature alone will make the study stand out as something more than just another Lincoln statue. With proper publicity direction, Lincoln and his dog will forever be associated with the Lincoln National Life Insurance Company, an institution rendering a peculiar humanitarian service to mankind.

During its twenty seven years of existence, Lincoln Life has used many different Lincoln pictures in its publicity programs, but it cannot be said that any portrait has become known as the insignia of the Company.

No single picture of Abraham Lincoln embodies sufficient outstanding characteristics in itself to set it apart from the many other existing portraits of the president. If a certain Lincoln picture is to become associated with the Lincoln National Life Insurance Company as its insignia some element must be introduced into the picture which will make it unique.

It would appear that the romance back of the Brady picture presented by Robert Lincoln to the president of the company twenty seven years ago is too valuable an asset to be lost. The fact that the Brady portrait is considered the best likeness of the martyred president would be an added reason why this picture should form the basis of an idealized study which could be used to advantage by the company. It might be supplemented by some element which would give it distinction and would achieve the same

results in the field of Lincoln portraits as we anticipate for the Mmship work in the field of heroic bronze statues.

After several months of investigation such a portrait has been discovered which seems to be admirably adapted to our needs. It is a Brady portrait and has an additional distinguishing element in the form of a library scene which serves as a background for the picture, detracting nothing from the portrait itself, but making it unlike any other portrait of Lincoln.

The exclusive rights for the use of this picture is now available at an incredibly low figure considering the amount of money which has been invested in the plates. There are five sizes of this portrait which is an eight color plate job, involving the making of forty plates which local engravers say would cost $6,000 to reproduce.

The contract price for controlling these plates and securing exclusive copyright on the picture itself is a cash consideration of $250. There is a further requisite that we purchase $1,000 worth of prints from the owners of the plates each year the contract is in force. The contract can be terminated at our pleasure.

While wall calendars to a large extent have been replaced by desk pads, the portraits of famous men, however, and especially those of Lincoln, increase in favor as wall decorations.

A good picture of Lincoln, without the calendar feature, which throws it into competition with other New Years publicity, would occupy a more conspicuous place and remain on the wall indefinitely if presented preferably on Lincoln's birthday with the compliments of one of our representatives.

III

The last general distribution of wall calendars by the company occurred in 1924 when 55,000 copies were used at a cost of $10,000. Since that time no general distribution of Lincoln portraits or calendars for wall display has been attempted.

Its use over a period of five years is recommended as follows:

a. Each year 33,000 pictures are to be purchased at the trade catalogue price of $28.00 per thousand (1932) or a total of $1,060, allowing an average of 30 pictures to an agent.

b. An inscription is to be woven into the border incorporating the name of the Lincoln National Life Insurance Company therein so that it cannot be removed except by mutilating the portrait.

c. The cultivation of a certain class of prospects is to be featured each year so duplication in the distribution of pictures may be reduced to a minimum and a general circulation of the picture may be achieved. An appropriate Lincoln saying chosen each year anticipating the interests of the group in mind will be used to give the picture a personal appeal.

d. Over a period of five years 165,000 prints will have been distributed at a cost of $5,300, or just one half the amount of money expended in one year (1924) for just one third the number of calendars.

This plan would make available a Lincoln picture in five different sizes which could be used in many other ways in our general advertising program.

The adoption of the five years plan would guarantee exclusive rights on the distribution of the portrait over this period which should be a sufficient length of time to establish it as the insignia of the Lincoln National Life Insurance Company.

LINCOLN PICTURES
For Lincoln's Birthday Distribution

You can secure the new Lincoln picture which appears on the 1933 calendar for distribution on Lincoln's birthday and throughout February. The Gettysburg Address is also available in quantities.

The picture comes in two sizes - 12 x 16 inches and 7 x 9 inches. These are the sizes that appear on the large and small calendars. The pictures are in color - exact reproductions of those on the calendars. Each picture bears this inscription:

ABRAHAM LINCOLN

from the Brady Photograph presented to
THE LINCOLN NATIONAL LIFE INSURANCE
COMPANY as its insignia by Robert T. Lincoln,
his son.

The prices are:

Large size Lincoln picture - 3¢ each
Small size Lincoln picture - 1¢ each
Gettysburg Address including envelope - 1¢ each

You may order any quantity at this price. Send your orders to the Agency Department, Home Office.

Suggestions for use.

There are many ways in which pictures and addresses may be used. Here are a few suggestions:

Furnish a large picture to school teachers for hanging in the school rooms.

Furnish a large picture to schools and public buildings as a companion picture to the large Washington Centennial picture.

Distribute the Addresses and small pictures at the noon meetings of luncheon clubs - at the meeting just prior to or following Lincoln's birthday.

Distribute the large picture to attorneys, most of whom are admirers of and interested in Lincoln. The picture above Calvin Coolidge's desk in his Northampton law office was a picture of Lincoln.

Send a letter to groups of teachers, lawyers or others whom you wish to contact, offering to supply them with a Lincoln picture.

The pictures will be ready for distribution to the field before February 1st in ample time for your Lincoln Birthday contacts. Send in your order now. Of course, these pictures will be welcome at any time but particularly timely <u>now</u>.

T.H.C.

original copyr. By T.H.C in England

T.H.C.

Mezzotint plates.

↕

?40 Mezzotint struck. Sold in Eng.

↕

B+B - Bought Mezzo. + Rep. Rights and copr. on Mezzo.

↕

B+B made offset plates from Mezzo

↕

B+B made contract with LNL to By 1000 with offset prints from Mezzo.

↕

LNL buys. B+B offset prints from Mezzo

↕

BUT if LNL stops buying these prints and uses its own. B+B will have no legal recourse against LNL on copr but they can sell prints of this mezzo broadcast over nation. Thereby destroying in a measure - our hard mark.

Question. Do we want to let B+B do this.

LNL buys orig. water color + Eng Copr.

LNL copyrights orig. water color. for U.S. Reprod.

LNL has right to make color plates from this orig + use on calendars. or any other way.

T. Hamilton Crawford's Lincoln

Although Abraham Lincoln was photographed more than a hundred times, one picture of him seems to have surplanted all others in popularity. It has been reproduced in greater numbers than all other likenesses of the president put together. This is the Lincoln we observe on the five dollar federal reserve notes and on the three cent postage stamps.

One Washington photographer, Matthew Brady, had the honor of taking one-third of all the original pictures of the much photographed Lincoln. At least thirty-five times he made and preserved a negative showing a likeness of Abraham Lincoln, yet the picture already mentioned, is known every where as "The Brady Lincoln," completely overshadowing the other thirty-four.

The picture was probably taken on February 9, 1864. Up until this year every portrait of him shows his hair parted on the left side, but for some reason he decided to comb it from the right side. About a dozen photographs are taken of him with this arrangement and then about the first of the year 1865, he again parts it on the left side.

Mr. Arthur F. Hall, President of the Lincoln National Life Insurance Company, wrote a letter to Robert Lincoln, son of Abraham Lincoln, with respect to using the Brady picture as the insignia of his company. In granting this privilege, Robert Lincoln said, "I take pleasure in enclosing you, what I regard as a very good photograph of him."

When T. Hamilton Crawford, the famous English portrait artist, was looking for a good likeness of President Lincoln to use as the basis for a study, he finally turned to the "Brady photograph as the finest of all the prints available. His Lincoln has now become even more famous than his unusual reproductions of Washington, Hamilton, and Franklin.

Desiring to give the picture a touch of individuality in order to distinguish it from the original, he ingenuously worked a bookcase into the background, although the bust of Lincoln is an unusually fine copy of the famous photograph. This picture makes an excellent companion piece for the famous Stuart Washington.

POSSIBILITIES FOR USE OF THE BROWN

AND BIGELOW COLOR PRINT OF BRADY LINCOLN PORTRAIT

1. On calendars, both wall and desk.
2. In pictures (framed) for branch offices.
3. As gifts for agent's distribution.
4. As essay contest awards.
5. As one type of sales contest award.
6. As Lincoln Month agency awards.
7. As gifts to grade and high schools.
8. As gifts to Boy Scout headquarters, Y.M.C.A.'s, etc. (Libraries).
9. On Company blotters.
10. On Lincoln Museum descriptive booklet.
11. On other general Company booklets.
12. On <u>some</u> ads (black and white copy).
13. As premiums on lead production plans
14. As periodic features in color-roto sections of newspapers.
15. On a possible series of direct mail letterheads (featuring Company).
16. In trade papers (editorial comment now and then).

Comments:

The Brown and Bigelow idealized color photo of Lincoln by Brady is a beautiful piece of work, but from all observations gathered, it would not lend itself to wide use so that in time it would become recognized as a Company trade mark. This is true because of its abundance of detail, making it very difficult to reproduce in smaller sizes. It does not lend itself to any design. It cannot easily become a part of a whole. It is a picture, rather than a trade mark. As a picture, it must become the whole thing or nothing in any presentation.

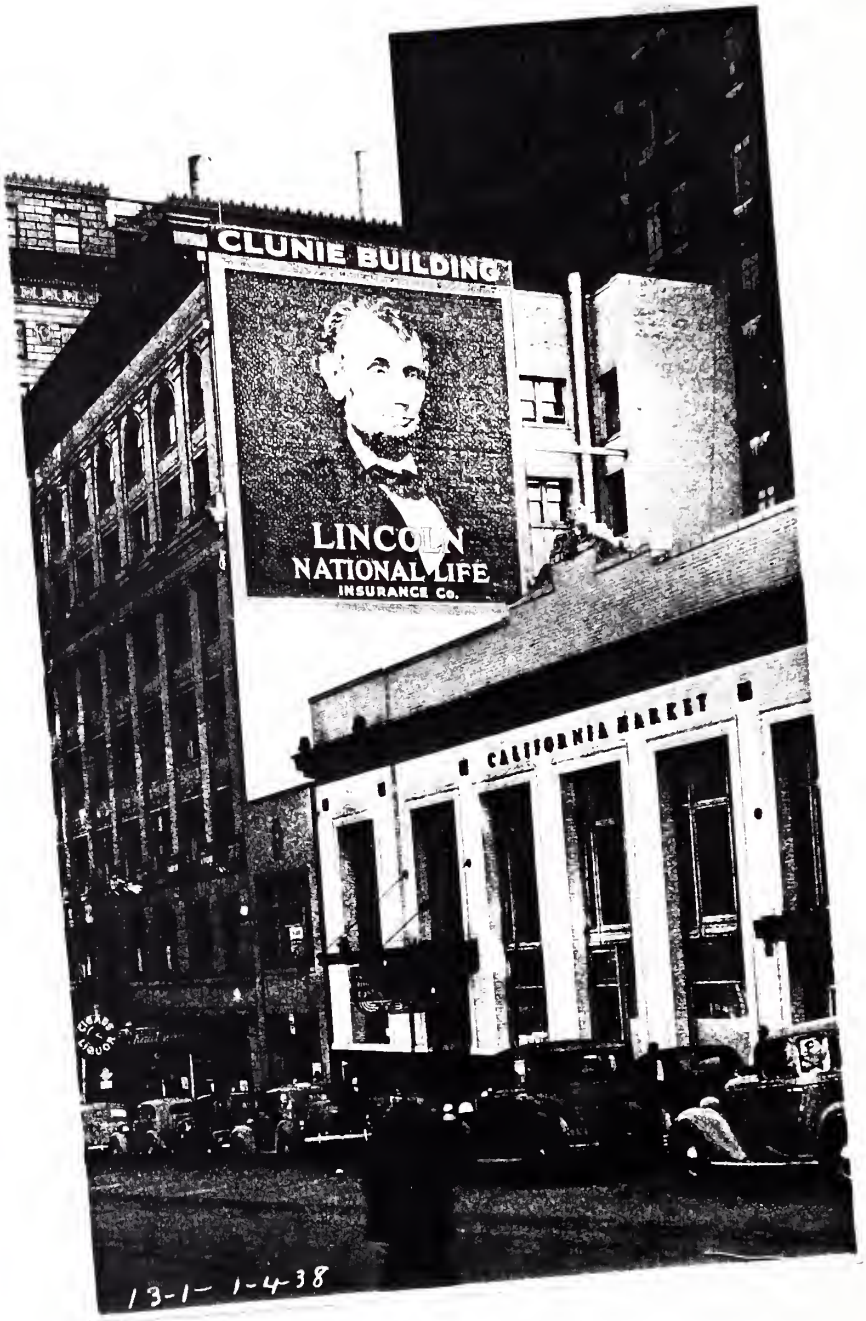
In featuring the Lincoln personality and on subjects where Lincoln is the dominant theme, I believe that this reproduction

is far superior to anything the Company now owns, or has rights to use. For use in the possible places listed above, and undoubtedly on other subjects, this picture should be an excellent one. It meets a real Company need.

F.L.Fisher
EC

From an original water color by T. Hamilton Crawford

REED



San Francisco

13-1- 1-4-38

PHOTOCOPY
(original in safe)